IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

D-1507

re app. of: Denison W. Bollay
Serial Number: 09/276,598
Filed: 3/25/99
Title: A Method Of Executing An Electronic Commerce
Sale From An Affiliate Web Site With A Vendor
Through A Hub Server In One Step Without
Reentering Shipping And Payment Information

|Examiner: Wasylchak, S.
|GROUP ART UNIT: 2194
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AMENDMENT

Commissioner of Patents & Trademarks

Washington, DC 20231

Sir:

Responsive to the Office Action mailed 10/4/201, please consider the following remarks and arguments for patentability.

REMARKS

Formal drawings will be submitted by a letter to the official draftsman at a later date to correct the informalities.

Group I. Examiner has rejected claims 1,2,7,8,13,14,18,22,23,25 and 27-29 under 35 U.S.C. 103(a) as being unpatentable over Success in view of Keshav.
Claims 1, 7, 13, and 18 are independent claims.

Group II. Examiner has rejected claims 3-6,9-12,15-17,19-21,24 and 26 under 35 U.S.C. 103(a) as being unpatentable over Success in view of Keshav and further in view of Castro.
Claim 19 is an independent claim.

Summary of Applicant's Invention

Applicant claims a method of processing multiple electronic transactions at a hub server. Three databases are stored at the hub, a vendor product information database, a buyer profile database, and an affiliate web site database. The product information is referenced by a number of affiliate web sites that display products of many vendors for a commission. Buyer credit card or payment method and shipping information of one or more buyers, including a particular buyer, is stored in the buyer profile database during the first purchase from an affiliate web site. When a purchase request of the particular buyer is received at the hub server from one of the affiliate web sites, the stored buyer credit and shipping information of the particular buyer is combined with product selection received from the affiliate site resulting in combined purchase order information. The combined purchase order information is recorded and forwarded from the hub server to the vendor's web site. The hub server bills the buyer's credit card, credits the affiliate site with its